DISSEMINATION PLAN

ERASMUS+ PROJECT
UTTERLY

First and foremost, the information on all projects within the framework of the Erasmus+ Programme is available to the general public on the Erasmus+ and Creative Europe dissemination platform websites. Yet it is vital that all project partners disseminate their project results, facilitate further exploitation of their results and communicate about the project to the public through all media instruments.

Targeted and well-thought outreach activities and measures are necessary to boost the impact of the UTTERLY project, during its activities and after its end. The dissemination and exploitation plans is to be regularly reviewed in the process of project implementation by measuring the success of the dissemination and exploitation activities already carried out.

As recommended by the Erasmus+ programme, the principal factors in constant updating the dissemination strategy will be as follows:

(i) the types of activity – the methods and mechanisms, the languages to be used;
(ii) the resources – people and budget including for translation;
(iii)the timetable;
(iv) the strategy beyond the project's lifetime and beyond the partnership.

Generally, dissemination plan for the UTTERLY project encompasses institutional, local, regional, national and international levels.

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(v) Videos and other interactive resources
(vi) MOOCs

In order to reach as many stakeholders as possible in Ukraine (e.g. academics and researchers, university administrative staff, governance organisations and other key players in the field of education) and to present the established CTES, all relevant materials, i.e. handbooks, reports, manuals, guidebooks on certification programs, are translated into the Ukrainian language.

AIM

The Erasmus+ Guide defines dissemination as "a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project success and outcomes as far as possible.

Making others aware of the project will impact on other organisation in the future and will contribute to raising the profile of the organisation carrying. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why (aim), what, how, when, to whom and where disseminating results will take place, both during and after the funding period" (European Commission, 2018, p.314).

With regard to the Erasmus+ Project UTTERLY apart of the aim described in the Erasmus+ Programme Guide, the aim of the dissemination is also to draw public attention to the teacher exellence, the contribution of the project to contribute the modernisation of higher education systems in Ukraine by introducing universities centres of teaching excellence for promotion of European educational innovations by professional university teachers' certification.

The aim of this dissemination strategy is to substantiate and describe in more detail the dissemination plan, which was outlined in the project application, so that the project consortium has a detailed and clear guidance how to disseminate the results effectively.

WHO
The project aims to reach specific target groups as well as a wider public (see project application, part D, p. 4-6):
- students of Ukrainian HEIs;
- HEI academic staff and management;
- HEI teachers;
- Ministry of Education and Science of Ukraine;
- Union of Rectors of Higher Education Institutions of Ukraine;
- employers.

WHAT
The task is to disseminate tangible and intangible results of the project.
To tangible project results for dissemination belong:
- structured and institutional reports on the need analysis;
- report of EU partners with recommendations for strategy and model of university teachers' professional development and certification based on benchmarking research;
- strategy of teaching excellence;
- roadmap for CTEs establishment;
- maintain a project website;
- CTE organigram;
- CTE website in UA;
- training materials produced during staff trainings;
- MOOCs on Teaching Excellence;

- teaching excellence curriculum and courses syllabi;
- "Professional standards for university teachers" research;
- regulation for teacher attestation;
- evaluation methodology for certification;
- Handbook;
- anthology;
- newsletters;
- project bulletins;
- other tangible results;
- National dissemination conference in UA as a large-scale academic event.

To intangible results belong:
•   knowledge and experience gained by participants, learners or staff;
•   increased skills or achievements;
•   improved cultural awareness;
•   better language skills (European Commission, 2019, p. 315).

HOW
In order to achieve the dissemination aim the project consortium is to employ the following means:
- project website;
- Erasmus+ Project Results Platform;
- websites of the project partners;
- social networks (Facebook, Instagram and others)
https://www.facebook.com/Utterly-103854921748494
https://instagram.com/utterly.erasmus?igshid=YmMyMTA2M2Y=

- articles published in journals and magazines in the sphere of teacher education and Higher education;
- informational publications in the universities' resources (newspapers, journals);
- websites of partners and potential partners;
- emailing the newsletters to the target groups (must be defined by each Ukrainian HEI partner);
- presentation at conferences, round tables;
- informational sessions with stakeholders.

WHEN
The dissemination shall take place according to the plan outlined in this dissemination strategy and according to the dissemination plans of the project partners.

Project websites
The updates on project results/events/ achievements/publications etc. will be posted within two days after the respective event/achievements/publications; the materials will be uploaded within week after the approval of the final version of the document. The project website will be administered by the coordinator, but other partners will be welcomed to make the contributions as well.

Websites of the project partners
The updates will be posted within a week after the respective event; the materials will be uploaded within two weeks after the approval of the final version of the document.

Social networks (Facebook and others)
The updates of the events and project achievements will be posted by the coordinator on the social network within two days after an event or achievement. Apart from the updates, the social networks will be updated with relevant news of project partners to keep the attention of target audience. Such hashtags must be used #Erasmus #ErasmusUA #UTTERLY #teachers #exellence #education @EUerasmusplus

Articles published in journals and magazines in the sphere of teacher education
At least once in a year each project partner will publish an article or interview in a relevant journal or magazine. If there are possibilities, the number and frequency of publications will be increased.

Informational publications in the universities' resources (newspapers, journals)
At least once in a year each project partner will publish informational publication about project activities and outcomes in universities' newspapers, journals. If there are possibilities, the number and frequency of publications will be increased.

Websites of partners and potential partners
The press releases and news for the websites of partners and potential partners will be sent by the WP leader and/or Ukrainian project partners (depending on the scope: regional or national) regularly within a week after project results/events/achievements/publications.

Erasmus+ Project Results Platform
Appropriate materials will be uploaded by the coordinator within two weeks after the placement on the UTTERLY project website.

Monograph on teaching excellence
At least one monograph on teaching excellence will be prepared by project partners during the project.

Articles published in journals and magazines in the sphere of higher education
No less than once a year each project partner will publish an article in a relevant journal or magazine.

Informational publications in the universities' resources (newspapers, journals)
No less than once a year each project partner will publish informational publications about project activities and outcomes in universities' newspapers, and journals.

Newsletters
The newsletter will be emailed by the WP leader and/or Ukrainian partner(s) to the target audience, above all Universities teachers and HEI managements, every six months. It should contain both news on project results/events/achievements/publications of the project, project partners or potential partners and relevant for the target audience news from the educational sphere.

Presentation at conferences, round tables
The project members of each Ukrainian HEI partner will participate at least one per year in a conference/round table and will highlight the project results to the scientific community. It is planned to disseminate the project on at least 12 conferences and round tables in total and 1 project conference at the end of the project.

Informational sessions with stakeholders
The project partners will conduct regularly informational sessions with stakeholders involved into HEI in Ukraine during the project activities and beyond.

Project conference

TASK DISTRIBUTION
The WP leader is Kryvyi Rih National University whose main task is to ensure and supervise the effective management and implementation of the dissemination strategy (WP 6 " Project outcomes dissemination plan ") and produce relevant dissemination materials.

The task of each partner is to make the maximal contribution on the individual and institutional level to realize the aim of the project dissemination. Each partner including WP leader (which is also HEI) shall:
– work out its own dissemination plan for its organization by the end of the WP1 and submit it to the WP leader;
– report to the WP leader on its implementation every 12 months;
– inform the WP leader about significant changes and deviations if such happen.

Though the Institute of Higher Education of the National Academy of Sciences of Ukraine is a research institute, it has the same tasks and activities within the dissemination work package as other partner – HEIs. The same situation is for Union of Rectors of Higher Education Institutions of Ukraine, which should be a driver for this process.

It is also suggested that each Ukrainian partner creates a potential stakeholder list for dissemination purposes. This list may include existing partners as well as potential partners. This list will serve as a database for mailing the dissemination materials.

RULES FOR CORPORATE DESIGN

PROJECT LOGO
The project logo is expected to enhance the visual recognition of the project. The meaning of the logo is teachers excellence, that's why it include book, people and some elements of digital. The project logo is to be placed in all types of written communications, dissemination materials, deliverables, milestones and reports, etc.
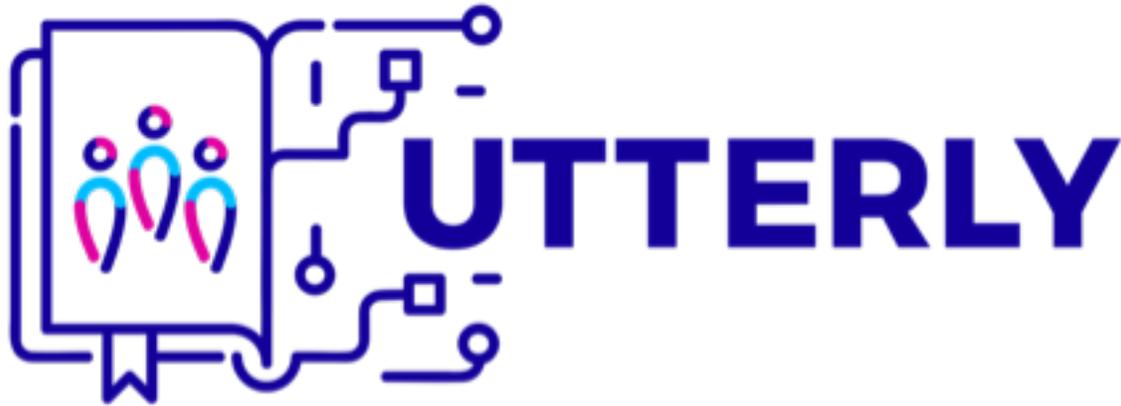
EU LOGO

It is also compulsory to have EU Logo along with project logo in all types of written communications, dissemination materials, deliverables, milestones and reports, etc. The logo may not be changed, or unproportionally scaled, distorted or rotated. The use of other typefaces is not permitted (in the future the logo may change but not without EU permission). No colour versions may be used apart from those defined here or on the website EACEA Visual identity and logos. The position of the logo elements may not be altered. The omission of elements is not permitted except with authorisation from Commission services.

EU DISCLAIMER

The EU disclaimer in a respective language must be used on the first, second or last page in all types of written communications, dissemination materials, deliverables, milestones and reports, etc.

EN:
"This project has been funded with support from the European Commission. The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

UA:
"Цей проєкт був профінансований за підтримки Європейської Комісії. Підтримка Європейською Комісією виробництва цієї публікації [повідомлення] не означає схвалення її змісту, який відображає погляди лише авторів, і Комісія не може нести відповідальності за будь-яке використання інформації, що міститься в ній."

GUIDELINES FOR DOCUMENTS AND PRESENTATIONS

For the written project publications (reports, news, agendas, minutes etc.) the following rules must be considered:
- Font: Calibri or Arial or Trebuchet MS
- Size: 12 pt
- Line spacing: 1 or 1,15
- Paragraph spacing: space before and after the paragraph
- Margins: top (with the project and EU logo) 3,5; bottom (with page numbers) 2,5; left 3; right 2
- Alignment: justify

A template for written project publications is in annex III.
A template for the project presentations will be available for partners on Google Drive.
References must be organised according to the APA citation style, 6th edition (guidelines are available here http://www.tandf.co.uk/journals/authors/style/reference/tf_APA.pdf)

ANNEX 1
This table needs to be used by each of the partner institutions. It is essential whenever a dissemination activity is conducted please fill it in in this table for

documentation reasons. It is very important for the project as dissemination is a very important part!

Dissemination table

Date	Short description of the activity	Who	Participants/ beneficiaries n. of participants/ beneficiaries	Comments/ difficulties registered/	Links for social media and web-pages